

Message Text

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72

ACTION ARA-20

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-07 H-03 INR-11 L-03

NSAE-00 NSC-07 PA-04 RSC-01 PRS-01 SP-03 SS-20 DRC-01

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R 012017Z AUG 74

FM AMEMBASSY LIMA

TO USIA WASHDC

INFO AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY SANTIAGO

AMEMBASSY QUITO

SECSTATE WASHDC 1246

UNCLAS LIMA 6302

USIAC

FOR: ILA, IOP/M

REF: LIMA 6220, FM NO. 3, AUGUST 1, 1974

1. LIMA'S SIX MORNING DAILIES AND FOUR AFTERNOON
TABLOIDS EXPROPRIATED THE MORNING OF JULY 27 AND
TURNED OVER TO ECONOMIC SECTORS UNDER NEW PRO-GOVERNMENT
EDITORS ARE COMPLETING A WEEK OF GIVING PERUVIANS A
TASTE OF THE "NEW JOURNALISM". WHILE READERS
CLEANED OUT THE NEWSTANDS IN THE FIRST SIX DAYS IN
SPECULATION OF WHAT WAS IN THE NEWSPAPERS, THE
DAILIES ORCHESTRATED THEIR NEW POLITICAL LINE:
APPLAUDING THE PERUVIAN REVOLUTION. MOST OF THEM
MADE AN EFFORT TO PUBLISH NEWS WIRE REPORTS OF WORLD
REACTION TO THE SPECTACULAR TAKE-OVER. , INCLUDING THE
STRONGLY WORDED NEW YORK TIMES EDITORIAL OPPOSING THE
MOVE, MEXICAN PRESIDENT ECHEVERRIA'S COMMENTS THAT
"THIS WILL NEVER HAPPEN IN MEXICO", AND THE INTER-
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AMERICAN PRESS ASSOCIATION'S CRITICISM OF THE ACTION.

HEADLINES WERE HIGHLY EDITORIALIZED. CORREO SAMPLE:
"SIP CONTINUES TO MANEUVER" (SIP ARE SPANISH INITIALS
OF IAPA). ALL NEWSPAPERS ARE EMPLOYING EDITORIALIZED
HEADLINES AND ALSO EDITOR'S NOTES IN BOLD-FACE BEFORE
A STRAIGHT NEWS STORY. AP STORY ABOUT IAPA'S LETTER
TO PRESIDENT VELASCO HEADLINED IN LA PRENSA: "A LETTER
THAT CANNOT BE TOLERATED". STORY PRECEDED BY BOLD-FACE
ED NOTE ATTACKING IAPA'S POSITION. "IAPA DOESN'T
KNOW THAT THE EXPROPRIATION IS A CONSTITUTIONAL METHOD
TO BRING ABOUT A CHANGE IN OWNERSHIP TO GOVE THE PRESS
TO THE TRUE OWNERS."

2. ALL DAILIES COVERED THE SUBURBAN RIOTING (LIMA 6215.
LIMA 6223) IN HIGHLY OPINIONATED REPORTING, CALLING
PARTICIPANTS "NINOS BIEN" (WELL-OFF KIDS) AND PLAYING
UP RIOTING AS LAST VESTIGES OF OLD RULING CLASSES.

3. EXTREME LEFTIST EXPRESO HAS SHOWN THE ONLY BANNER
SAYS "NORTH AMERICANS CAPTURED IN DISTURBANCES" AND
USES INSIDE STORY ABOUT SOME "U.S. YOUTHS" ARRESTED
IN THE RIOTING. (TWO U.S. VISITORS, AGE 15 AND 16,
WERE DETAINED IN ANOTHER PART OF LIMA, ALLEGEDLY WHILE
RIDING AROUND IN A CAR BEFORE GOING HOME FROM A PARTY).
EXPRESO THURSDAY IN COLUMN BY LEFTIST WRITER FRANCISCO
MONCLOA AND IN EDITORIAL CHARGES DISTURBANCES ARE RESULT
OF CIA PLOT. EDITORIAL SAYS: "THE DEMONSTRATIONS
AND DISTURBANCES ARE PART OF A SUBVERSIVE PLAN WHICH
INVOLVES THE FOREIGN HAND OF IMPERIALISM. TO BE MORE
EXPLICIT, IT IS THE HAND OF THE CIA." EXPRESO IS NOW
EDITED BY ALBERTO RUIZ-ELDREDGE, A PERUVIAN DIPLOMAT
FORMERLY AMBASSADOR TO BRAZIL.

4. THE GOVERNMENT-OWNED LA NUEVA CRONICA IS THE ONLY
DAILY THAT COMPLETELY REVAMPED ITS MAKE-UP, UNDER
NEW DIRECTOR GUILLERMO THORNDIKE, A PERUVIAN AUTHOR.
THE DAILY HAS BEEN TRANSFORMED FROM A TABLOID TO AN
EIGHT-COLUMN FORMAT WITH HORIZONTAL MAKE-UP USING
MULTI-COLUMN HEADS. IT HAS DEPARTMENTALIZED ITS
SECTIONS INTO LOCALS, FOREIGN, EDITORIALS AND SPORTS.
IT HAS NO SOCIETY PAGE.
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5. STAFFS HAVE UNDERGONE CHANGES IN THE EDITORIAL AND
OPINION COLUMN LEVEL. BEAT REPORTERS ARE CONTINUING ON.
NEW BY-LINES, MANY OF THEM UNKNOWN BY REGULARS, ARE IN
EDITORIAL PAGES OF EL COMERCIO, LA PRENSA AND CORREO,
THE THREE TOP CIRCULATION INDEPENDENTS SEIZED.
GALLAGHER

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NNN

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